

**KZLA makes a concentrated effort to report local news stories to its listeners. KZLA's Morning Show commits four segments each weekday morning to local and national news, in addition to weekly segments with NBC 4's Kelly Mack. KZLA has also developed a partnership with local television station ABC 7; each weekday afternoon KZLA's Afternoon Host Whitney Allen and ABC 7's David Ono discuss local news as it relates to KZLA's listeners. KZLA has posted a link to ABC 7's website (abc7.com) on its website, kzla.com.**

**KZLA is proud to air "Southern California Pathways," hosted by Fred Messick every Sunday morning at 6:30am. This half-hour public affairs program is produced in-house specifically for KZLA and covers a range of issues and events in the public interest. Recent guests on "Southern California Pathways" include Barbara Foley Ferreira, R.N., Lori Swift, and David Swift of the Southern California March of Dimes; Suzann McGinnis, Chapter Coordinator for Project Linus (a nonprofit organization which provides handmade blankets for children with critical care needs in local hospitals); Tricia Kokoszka from the Greater Los Angeles Zoo Association; and Meredith McCarthy from Heal the Bay (a nonprofit organization committed to environmental beach clean up, including Santa Monica beaches, Compton Creek, and Elysian Park.**

**KZLA's listeners are encouraged to write, fax, or e-mail suggestions to Program Director RJ Curtis. KZLA conducts weekly research on its music (using both call-out research services and online services like ratethemusic.com). KZLA also conducts annual auditorium tests for its music and invites listeners to participate in focus groups on a quarterly basis.**

**KZLA is mindful of local breaking news events, such as traffic and severe weather, and KZLA DJs are encouraged to monitor TV News stations for breaking reports. KZLA's Morning Show reports on local traffic over a dozen times each morning. If there is inclement weather, traffic reports are given more frequently during the morning, and sometimes throughout the mid-day show as well. KZLA's afternoon host gives at least seven traffic reports every afternoon. If applicable, traffic reports may include updates on weather, fires, AMBER alerts, etc. KZLA participates in EAS and conducts both weekly and monthly tests. When severe fires broke in October 2003, KZLA's Morning Show regularly had local fire officials on the air giving updates.**

**During election times, all of KZLA's hosts regularly remind listeners to register to vote and vote on Election Day. This year, KZLA also aired several PSAs from the League of Women Voters, General Federation of Women's Clubs, and Project Vote Smart in the months prior to the election, encouraging listeners to vote on Election Day. Furthermore, KZLA's Morning Show had elections official LA County Registrar Recorder Conny McCormick call in to discuss the new voting system for LA County. Another guest was Police Chief Bratton who discussed Measure A, which proposed a tax increase to pay for more LAPD officers.**

**KZLA airs up to 100 PSAs each week, ranging in a variety of topics from fighting the flu to swimming safely in the ocean to National Parks Conservation to local community events such as AIDS Walk LA. KZLA makes a concentrated effort to ascertain the needs of the community and air PSAs that address the issues that the community deems most important to them. The KZLA Street Team carries “Community Ascertainment Forms” to each event and encourages listeners to fill them out. KZLA also posts a weekly list of Community Events on its website [kzla.com](http://kzla.com). In addition, KZLA also frequently hosts drives for its adopted charity “Tilden’s Children,” (named for KZLA’s Morning Show host Peter Tilden) and LA Family Housing. For example, KZLA hosted “Hugs for Homework,” this September, where listeners were encouraged to donate “back to school” items for these needy children. KZLA donated a portion of the proceeds from its annual “KZLA Country Bash,” (a concert attended by 17,000 listeners) to “Tilden’s Children” and will host a charity concert (Tilden’s Children’s Christmas Concert) in December, in which all of the proceeds will benefit “Tilden’s Children.”**

**KZLA strives to bring a diverse country music selection to Southern California. KZLA was the only country station in the nation to air songs from the Mavericks latest CD *The Mavericks*, was the first station to play Norah Jones and Dolly Parton’s duet “Creepin’ In,” in regular rotation (the success of which prompted the label to officially release the song as a single), and was the only station to play Mindy Smith’s “Amazing,” which also had not been released as a single. In addition, KZLA is proud to air “The Alternative Country Show with Buzz” each Sunday night from 8pm to 10pm. “The Alternative Country Show” features songs from artists like Steve Earle, Kasey Chambers, Lyle Lovett, Patty Griffin, Jack Ingram, Charlie Robison, Lucinda Williams, and Hank Williams III. Evening Host Brian Douglas presents “Hometown Heroes” each Thursday night on KZLA, during which he plays a song from a local Southern California artist. KZLA also supports local music by inviting several local artists to play at shows produced by KZLA. This year, KZLA invited local band Shiloh to perform at the annual KZLA Country Bash. Another highlight of the Bash was KZLA’s contest to find a local artist to perform with country music superstar Reba McEntire on stage at the Bash. Local artist Sarah Cardenis was chosen from over 100 contestants for this opportunity, and was picked by KZLA’s listeners in an online contest. Sarah has subsequently been recruited to sing parody songs for the Morning Show. In December, KZLA afternoon host Whitney Allen will be introducing local band Tin Rooster at their show at the Crazy Horse in Irvine. KZLA also makes a regular habit of making appearances at local country dance clubs where local bands like Killin’ Time, Christian Simmons, and Thunder Road perform.**

**Since the 9/11 attacks, KZLA has made an annual effort to recruit supplies for the many military families struggling financially while a loved one serves the country. KZLA has branded such efforts as “Operation Hugs from Home,” in which KZLA works hand-in-hand with organizations such as Operation Gratitude to donate supplies to military families, as well as writing letters of thanks to soldiers serving overseas. A related effort was “Bowling for the Red, White and Blue,” in which KZLA offered a free day of bowling for military personnel and their family and also collected necessary supplies and donations for families and troops overseas. KZLA mid-day host Shawn Parr has started his own annual Golf Tournament to raise money for the John Tracy Clinic, which provides education and support for parents and young children with hearing loss. KZLA’s Morning Show helped promote the Fiesta of the Spanish Horse at the Burbank Equestrian Center by inviting actor William Shatner to speak about the event.**